

OCBA board meeting
Feb. 7, 2017. Sea Aire Cottage
Draft minutes (Rev. 3/10/2017)

Called to order at 7:06 p.m.

Attending: Justin LeBlanc, Connie Leinbach, Wayne Clark, Teresa O'Neal, Chip Stevens, Martha Garrish and Helena Stevens (who left after her report). Absent: Rudy Austin, Ashley Harrell

Travel & Tourism Director report: Helena Stevens, reported on her activities since Jan. 1.

Website: Will be launched tonight (Feb. 7) or Feb. 8. She updated all of the 2017 listings. However, the website had no "category" pages for the various ads for the shops, restaurants, etc., yet it had been noted in the dues form that banner ads would be placed on their respective category pages. (The board approved via email to spend under \$175 with the website designer to add these categories). Then she discovered that there was no process in place to obtain the banner ads, and she has asked the businesses who purchased them to resend their ads at the proper side. Some of the pages had no content, and she has worked to include content where there was none. She noted that some of the business members' websites did not link back to the OCBA website and said that doing this going forward will help raise Google analytics for all. It also would further pool all of the businesses into one place for the OCBA to advertise the island, which is something people have wanted the OCBA to do.

In addition to the original contract cost of \$9,550, OCBA will incur \$1,200 in additional costs (Helena's labor) in order to complete the website work.

Walking map: Had to be recreated and redone by another firm, for which we received three bids. OBX Media is designing it and will also print it. We will need people to help proof it. It's scheduled for delivery by March 1. As for distribution, OBX Media will be able to drop-ship some of them, saving us time and money. We also could employ others to help distribute them up the beach. Helena is researching this and editing the distribution list. Contract costs for Helena finishing the work will be \$3,000. Wayne said the total cost, including Helena's labor cost of \$3,000 as well as design and printing should come under the budget and last year's price.

Helena had numerous recommendations to improve the 2018 Walking Map. These will be reviewed prior to beginning work on it.

Tourism: Helena suggested that OCBA consider purchasing a Trip Advisor membership (\$125/month) because so many people use this online service and Trip Advisor clicks are trackable.

Magellan/Element: Helena distributed their calendar of work. The next action will be their interviews with 10 community stakeholders to get the big picture. These interviews will happen from Feb. 17 to 21 in the Community Center via telecommunications equipment. They have received all of the databases from businesses. Helena left the meeting.

Minutes of the Dec. 14, 2016, meeting were approved.

Treasurer's report: Wayne gave a cash position report: Checking excluding the Blackbeard's account: \$92,633.94 (An estimated \$32,000 of this represents the collection of 2017 Walking Map and membership fees.)

Blackbeard's Jamboree (last bank statement dated 12/31/16--\$28,283)

CD: \$34,129

A motion to approve payment of bills was made by Connie and second by Chip. **Motion approved and carried.**

Taxes: Our filing deadline is Feb. 15 and Wayne is working with Katherine Parker-Lowe to make this happen. Chuck Saunders has submitted an estimate to do our taxes next year with a price tag of \$1,200 to \$1,800. A motion to approve Chuck's engagement letter was made by Chip and seconded by Martha.

Motion approved and carried.

The group discussed some of Chuck's bookkeeping protocols, such as requiring two signatures on checks and a third person to reconcile the books. Wayne will present a policy recommendation at our next meeting after consulting with Chuck.

Budget 2016-2017 budget: A motion to approve the budget was made by Chip and seconded by Martha. **Motion approved and carried.**

Contractor contracts: The group approved the three contracts for Helena Stevens with the website agreement for \$1,200 to be completed by Feb. 15; the Travel & Tourism contract for \$1,200 per month with the contract ending June 1, 2017; walking map contract for \$3,000 to be completed by March 15. A motion to approve these contracts was made by Wayne and seconded by Martha. **Motion approved and carried.** Wayne will sign the contracts.

Personnel:

☐ We need to send out an announcement of what Helena has been doing and why. Chip distributed an incomplete draft newsletter about what we've been doing. He and Connie will work further on it then send it to all before distributing it. (See item #7f. on agenda) We need to raise communication—among ourselves and our members/community to a higher level. In addition, we as a board need to just talk about ourselves and how we're going to work together as a team to communicate.

☐ The group agreed to meet to decide on what board members will own what aspect of the organization's work and develop a communication plan at **8 a.m. Friday, March 3, Ocracoke Coffee.**

Personnel: The group talked a bit about having an executive director, but we don't know if our budget can support such a position. Further, as we go down the road this year with Magellan/Element and with Helena documenting her work, a clearer direction regarding staff should emerge.

☐ **Event coordinator:** Discussion about the cost of the Fig Fest and whether it should be two days, but the group agreed it should be only one day. A motion was made by Justin to hire Sundae Horn to coordinate these events under the oversight of Teresa and Martha, who will help formulate a budget, program and compensation with Sundae, seconded by Connie. **Motion approved and carried.** Chip will draw up a contract.

☐ **Bylaws:** The bylaw changes were completed at a meeting Jan. 31 by Rudy, Justin, Connie, Wayne and Chip. Connie will send out to all the document but the only thing needed in it is appropriate language supplied by Chuck Saunders. Wayne will obtain this language from Chuck. They also need to be reviewed by legal counsel, which Justin will do. The bylaws will be shared at the March 15 member meeting.

New business:

- a. Letter: Connie said Rudy wants us to send a letter to Gov. Roy Cooper and the new Secretary of Transportation about Ocracoke and its ferry needs. She drafted something approved by Rudy and will send it to the board members for approval before mailing it.
- b. Regarding putting businesses on the website who missed the walking map: the group agreed to wait on this until the new website is launched. We need pricing for this. Perhaps we could hire someone to sell website ads and get a commission.
- c. ☐ Agenda for the March 15 meeting will be set at the March 3 meeting.
- d. The group agreed that morning meetings (at 8 a.m.) would be fine rather than in the evening, although member meetings would be in the evenings. Regular monthly day for this TBD.
- e. ☐ The group agreed that the discussion with Tom Pahl on Jan. 31 about tram service in conjunction with the proposed passenger ferry revealed numerous uncertainties and lack of details about the plan, none of which has been presented for community discussion, and therefore the OCBA board cannot support it. Chip has been trying to get the details of the \$216,000 the county is asking for from the DOT. Chip will craft a board position statement, approved by the board, to give to the OT board after Thursday (Feb. 9) night. Connie recused herself from this.

Wayne recommended commenting on the Advertising Program's Funding Needs as an additional concern in using Occupancy Tax Funds. It was agreed that this needs to be cited in the letter. Several members of the OCBA board also will attend to voice their concerns.

Storage space: To be further discussed. (However, Rudy had said we might be able to get land behind the WOVV/school shop building on which to place a shed.)

Meeting adjourned at 8:52 p.m.
Respectfully submitted,
Connie Leinbach, secretary

OCBA board meeting

Jan. 31, 2017. Community Center
Draft minutes
Called to order at 7:06 p.m.

Attending: Rudy Austin, Justin LeBlanc, Connie Leinbach, Wayne Clark, Teresa O'Neal, Chip Stevens, Martha Garrish, Ashley Harrell and Tom Pahl.

Tom had asked to talk to the OCBA board about the tram service associated with the proposed passenger ferry (PF), possibly to be inaugurated in 2018. This is the ground transportation piece of the PF operation. He said the tram operational expenses would be the responsibility of Hyde County. He attended a December meeting with the Ferry Division Director Ed Goodwin, Jed Dixon and several DOT people responsible for designing and engineering the passenger ferry, and Bill Rich and Earl Pugh. He said the federal grant (FLAP) and legislative appropriation were only for capital expenditures, not operations of this tram that should be free (at least the first year). The tram would run for a four to 4 1/2-month period. With this ferry bringing 100 people at a pop, the idea is to get them spread out in the village. It's kind of an economic development tool, not just a matter of convenience. Tom said the PF is pretty much a done deal.

The proposal is for three trams—two to drive around the village and the third one to go to the lifeguard beach. Hyde County would ask for \$216,000 from Occupancy Tax funds--\$100,000 this year to be held for this eventuality and the rest in 2017.

As to a question about whether the ferry division is reducing the number of car ferries once this PF is in place, Pahl said no. But since this PF is going to happen, he wants it to succeed.

Chip mentioned the recent meetings with Chuck Hefren of the Program Evaluation Division of the North Carolina General Assembly showed that this group is thinking about the ferries from an economic standpoint rather than as a liability. At the Edenton meeting, they talked about passenger ferries from Edenton to Rodanthe or Hatteras.

The group had numerous questions about the tram:

Where is the detailed plan showing how the trams would work?

Where will they store the trams? Do they have personnel and costs for maintenance? If these are going to run 10 to 12 hours a day, how many drivers the CDLs will they have? Have they considered the difficulty in getting people to work for only four or five months?

They say the longest any passengers would wait at a stop for a tram is 16 minutes, but have they considered the increased traffic in the summer and the Budweiser trucks causing traffic to stop? Will there be shelters at all of the stops for passengers to be out of the heat and/or rain?

The proposed trams seat 16 people. If 100 people come off each passenger ferry, wouldn't they need several more trams to accommodate those who do not want to rent a golf cart or bike?

If all these people get off the passenger ferry and they can't get around (on the free tram), that will be a bad situation and the PF will tank. Then Hyde County will get the heat from bad PR.

Can't Hyde County chip in *something* for this project?

Since the talk with Tom lasted until about 8:40, the group talked only briefly about a few other items.

☐ The group OKed sending a message to the membership that we're still working on bylaws, reorganization and budgeting and about the Feb. 9 OT meeting.

☐ Rudy suggested we send a thank-you letter to Valerie for all of her work through the years.

The group agreed to meet soon for a second meeting to cover the agenda items not covered on Jan.31.

The group agreed to meet again at 6 p.m. Feb. 7 in Martha's Sea Aire rental cottage.

Meeting adjourned at 8:56 p.m.

Respectfully submitted,

Connie Leinbach, secretary